

2025 UPDATE

CAPTURING NEW OPPORTUNITIES IN SENIOR LIVING

Demographic trends had already positioned Senior Living as a bright spot in the broader Healthcare segment and foodservice as a whole. But as larger numbers of aging Baby Boomers transition to the full range of **Senior Living** facilities — from **Independent Living** to **Assisted** and beyond — this generation's distinctive expectations for food and beverage warrant fresh examination for how foodservice in these settings is evolving.

Now it is not just amenity-rich 55-plus communities that are working to meet the food and beverage preferences of this discerning generation that was the first to be strongly influenced by regular restaurant dining, travel, etc. All Senior Living segments face how to **balance hospitality with advancing levels of healthcare** for these residents.

While this market can present an attractive target for suppliers seeking growth outside traditional foodservice channels, complexity is poised to increase with the advent of more healthcare options, expanded services and continued evolution as these operators recognize that foodservice is a crucial element in attracting residents. Noteworthy Independent Living operators have earned attention for their more **flexible dining options, interactive dining stations, themed meals, onsite pubs and availability of alcohol, pop-up dining experiences, food trucks** and more, but what does this next generation of Senior Living foodservice look like across the spectrum of operations?

Foodservice IP (FSIP) has expert insight into these dynamics; our consultants have been carefully tracking the segment over the last decade. To better understand these marketplace complexities, FSIP is building upon its landmark study series (2022) with an all-new 2024 launch of *Capturing New Opportunities in Senior Living*.

SCOPE & SIGNATURE BENEFITS

There are several sub-segments within the Senior Living segment. Our study will include, **Independent Living, Assisted Living and Skilled Nursing, Long-Term Care (nursing homes), Short-Term Rehabilitation Centers, and Memory Care**. Given continual market shifts and enduring difficulties in identifying a comprehensive list of key players, FSIP's long-term focus on the space is a distinct advantage to those looking to capitalize on selling opportunities. In our efforts to maintain an updated list of Senior Living executives, we are not only able to share this important resource with clients, but have built a strong network of contacts to lend vital first-hand perspective to our research.

NEXT STEPS

Forge a better path for selling into Senior Living facilities by completing the acceptance form on the following page. Questions? Contact:

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DELIVERABLES

Comprehensive PowerPoint report detailing findings from:

- In-depth headquarters one-on-one interviews with GPO, FSM and multi-unit Senior Living systems, as well as 300 healthcare executives in Senior Living, including self-op and FSM operated
- Extensive desktop research on channel dynamics and shifts
- FSIP and other industry perspective on growth, outlook and successful supplier strategy
- Webinar tailored to your interests/questions
- Profiles with contact information for the top 20 foodservice banners in the segment as selected by Foodservice P's expertise



ADVANTAGES OF FSIP'S MULTICLIENT RESEARCH:

- Value-priced intelligence from a shared-cost model
- In-depth analysis from highly experienced consultants exclusively focused on the food industry
- Ongoing client support/access to study team for questions

SPONSORSHIP AGREEMENT

2024 Update: Capturing New Opportunities in Senior Living

YES, I'd like to sponsor the study for \$12,500.

ACCEPTANCE

Name _____

Title _____

Company _____

Address _____

Phone _____

Fax _____

Email _____

Signed _____

Date _____

Once approved, please sign, scan, and email this form to your FSIP representative:

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JOYCE BAIRD
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Thank you for your business!